

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Rural Development – Society for Elimination of Rural Poverty (SERP) - Expansion of Community managed Nutrition cum Day Care Centers (NDCCs) in Tribal, Chenchu, Yanadi, Fishermen and POP mandals under Indira Kranthi Patham (IKP) through revolving fund for internal lending to SHGs – Common Interest Group activities – piloting Nutrition Rehabilitation Centers (NRC) as extension services at NDCCs – orders –issued.

PANCHYATH RAJ & RURAL DEVELOPMENT (RD-I) DEPARTMENT

GO. Ms. No: 4

Dated:04.01.2011.

Read the following:

1. Minutes of the meeting held on 23.08.10 by Principal Secretary to Government, Department of Rural Development dt 23.08.10.
2. Proposal dt 09.12.10 of CEO, SERP.

Considering that the malnutrition in the pregnant mothers and children contributes substantially to the poverty, Society for Elimination of Rural Poverty (SERP) has embarked on a project to establish community – managed nutritional day care centers (NDCCs) to correct the nutritional disorders in the rural poor. The Chief Executive Officer, Society for Elimination of Rural Poverty, submitted that as per evaluation of the performance of the centers set up in the pilot project, NDCCs have shown a positive impact on prenatal and neonatal outcome towards achieving Millennium Development Goals.

2. In accordance with the above, the Chief Executive Officer, Society for Elimination of Rural Poverty, proposed to expand the NDCCs to all the villages in tribal, Chenchu, Yanadi, fishermen and POP mandals. Further it has been proposed to pilot Nutrition Rehabilitation Centers (NRCs) as extension services at NDCCs to provide secondary and tertiary level care for moderate to severe malnourished children.

3. Government after careful consideration, approved the proposal of the Chief Executive Officer, to expand the community managed Nutrition cum Day Care Centers (NDCCs) to tribal, Chenchu, Yanadi, fisherman and POP mandals of the state; and also to pilot NRCs as extension services at NDCCs and to make them sustainable by using the funds under AP Reduction of Poverty in Rural areas (APRPRP) after taking due approvals as has been laid down in the project guidelines. The village Organizations with NDCCs shall made functional by adopting the following 7-step process for sustainability:

- i. Implementation of spearhead team strategy for establishment and sustainability of NDCCs.
- ii. Each Village Organizations shall be given a corpus fund of 2.5 lakhs which shall be given for internal lending to SHGs, and the revenue generated shall be used towards the diet cost of the beneficiaries enrolled at NDCC.
- iii. Each Village Organizations shall identify 2-3 Common Interest Group activities (CIGs) to be able to generate income for the beneficiaries towards payment of the diet cost.
- iv. Each Village Organizations shall be mandated to lease 2 to 3 acres of land for vegetable gardening and the revenue generated shall be used to improve the corpus required for running the NDCCs.
- v. Each Zilla Samakhya (ZS) and the concerned Mandal Samakhyas (MS) and the Village organization (VO) shall earmark 10% of their yearly profit for running NDCCs.

- vi. Each ZS/MS/VO as a pressure group shall facilitate on behalf of beneficiaries to dovetail the entitlements under supplementary nutrition component through AWCs as per GO. Ms. No: 55 dt 16.11.10.
 - vii. Each VO with NDCC shall take the responsibility to form ' Srama shakti Sanghas (Pregnant, lactating and mothers with <2years children) at NDCCs to get 100 days work under EGS under special category.
4. The Chief Executive Officer, Society for Elimination of Rural Poverty, is requested to ensure that the expansion of NDCCs is carried out before 31st March 2011 following the district roll-out plan.
5. A copy of this order is available on the Internet and can be accessed at the address: <http://www.rd.ap.gov.in>.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF THE ANDHRA PRADESH)

R.SUBRAHMANYAM
PRINCIPAL SECRETARY TO GOVERNMENT (RD)

To

The Chief Executive Officer,

Society for Elimination of Rural Poverty, A.P., Hyderabad.

The Commissioner, Tribal Welfare, A.P., Hyderabad.

The District Collectors in the state.

The Project Directors of DRDAs of all districts in the state.

The Project Officers of ITDAs in the state.

Copy to : The PS to Principal Secretary, (RD) PR&RD, Hyderabad

Copy to : The PR & RD (General) Department,

: SF/SC

//FORWARDED :: BY ORDER//

SECTION OFFICER